

**WHAT IS CLAIMED IS:**

- 1    1. A method for comparing different ad landing pages, the method comprising:
  - 2       a) for an ad to be served, selecting one of a plurality of candidate ad landing
  - 3       pages;
  - 4       b) assembling the ad to include a link to the selected ad landing page;
  - 5       c) serving the assembled ad; and
  - 6       d) tracking, on a per ad landing page basis, a performance of the ad.
- 1    2. The method of claim 1 wherein the act of selecting one of a plurality of candidate ad
- 2       landing pages is performed in a round-robin manner.
- 1    3. The method of claim 1 wherein the act of selecting one of a plurality of candidate ad
- 2       landing pages is performed using a random selection function.
- 1    4. The method of claim 1 wherein the performance of the ad tracked is at least one of
- 2       conversion per impression performance, conversion per selection performance, sales
- 3       per ad selection, sales per ad impression, earnings per ad selection, and earnings per
- 4       ad impression.
- 1    5. The method of claim 1 further comprising:
  - 2       e) determining whether or not to designate one of the plurality of candidate ad
  - 3       landing pages using their respective performance and an auto-designation policy;
  - 4       and
  - 5       f) designating the one of the plurality of candidate ad landing pages if it was
  - 6       determined to designate it.
- 1    6. The method of claim 5 wherein the performance of the ad tracked is at least one of
- 2       conversion per impression performance, conversion per selection performance, sales
- 3       per ad selection, sales per ad impression, earnings per ad selection, and earnings per
- 4       ad impression.

- 1    7. The method of claim 1 further comprising:
  - 2        e) accepting a request for performance information; and
  - 3        f) providing the per landing page performance information to the requester.
- 1    8. The method of claim 7 wherein the per landing page performance provided is at least one of conversion per impression performance, conversion per selection performance, sales per ad selection, sales per ad impression, earnings per ad selection, and earnings per ad impression.
- 1    9. The method of claim 1 further comprising:
  - 2        e) accepting a manual ad landing page designation instruction; and
  - 3        f) designating one of the plurality of candidate ad landing pages using the manual ad landing page designation instruction.
- 1    10. The method of claim 9 wherein the performance of the ad tracked is at least one of conversion per impression performance, conversion per selection performance, sales per ad selection, sales per ad impression, earnings per ad selection, and earnings per ad impression.
- 1    11. The method of claim 1 further comprising:
  - 2        e) normalizing the per ad landing page ad performance to remove ad landing page independent factors that may influence the ad performance.
- 1    12. The method of claim 1 wherein the plurality of candidate ad landing pages are different in at least one of the following (A) different information, (B) different products offered for sale, (C) different services offered for sale, (D) different product prices, (E) different service prices, (F) different formatting, and (G) different shipping charges.
- 1    13. A method for comparing different {ad landing page, ad creative} combinations, the method comprising:

- 3        a) for an ad to be served, selecting one of a plurality of candidate {ad landing  
4        page, ad creative} combinations;
- 5        b) assembling the ad to include the selected ad creative and the selected ad  
6        landing page of the selected {ad landing page, ad creative} combination;
- 7        c) serving the assembled ad; and
- 8        d) tracking, on a per {ad landing page, ad creative} combination basis, a  
9        performance of the ad.

1        14. The method of claim 13 wherein the performance of the ad tracked is at least one  
2        of conversion performance, sales per ad selection, sales per ad impression, earnings  
3        per ad selection, and earnings per ad impression.

1        15. The method of claim 13 wherein the plurality of candidate ad landing pages are  
2        different in at least one of the following (A) different information, (B) different products  
3        offered for sale, (C) different services offered for sale, (D) different product prices, (E)  
4        different service prices, (F) different formatting, and (G) different shipping charges.

1        16. A method for comparing different {ad landing page, ad serving criteria}  
2        combinations, the method comprising:

- 3        a) for an ad to be served, selecting one of a plurality of candidate {ad landing  
4        page, ad serving criteria} combinations;
- 5        b) assembling the ad to include the selected ad landing page of the selected {ad  
6        landing page, ad serving criteria} combination;
- 7        c) serving the assembled ad; and
- 8        d) tracking, on a per {ad landing page, ad serving criteria} combination basis, a  
9        performance of the ad.

1        17. The method of claim 16 wherein the performance of the ad tracked is at least one  
2        of conversion performance, sales per ad selection, sales per ad impression, earnings  
3        per ad selection, and earnings per ad impression.

1    18. The method of claim 16 wherein the plurality of candidate ad landing pages are  
2    different in at least one of the following (A) different information, (B) different products  
3    offered for sale, (C) different services offered for sale, (D) different product prices, (E)  
4    different service prices, (F) different formatting, and (G) different shipping charges.

1    19. A method for comparing different types of ad landing pages, the method  
2    comprising:

- 3        a) for an ad to be served, selecting one of a plurality of candidate ad landing  
4        pages, wherein each of the plurality of candidate ad landing pages has a different  
5        type;
- 6        b) assembling the ad to include the selected ad landing page;
- 7        c) serving the assembled ad; and
- 8        d) tracking, on a per ad landing page type basis, a performance of a set of ads.

1    20. The method of claim 19 wherein the different types of ad landing pages have  
2    different formatting styles.

1    21. A method for comparing different sets of ad information combinations, the method  
2    comprising:

- 3        a) for an ad serve request, selecting one of a plurality of candidate sets of ad  
4        information combinations;
- 5        b) serving an ad using the selected set combined ad information; and
- 6        d) tracking, on a per ad information combination basis, a performance of the ad.

1    22. The method of claim 21 wherein the performance tracked is at least one of  
2    conversion per impression performance, conversion per selection performance, sales  
3    per ad selection, sales per ad impression, earnings per ad selection, and earnings per  
4    ad impression.

1    23. The method of claim 21, wherein the performance tracked is selections per ad  
2    impression.

1        24. The method of claim 21 further comprising:  
2            e) accepting a request for performance information; and  
3            f) providing the per ad information combination performance information to the  
4            requester.

1        25. The method of claim 21 wherein the sets of ad information combinations include at  
2        least two ad features.

1        26. The method of claim 21 wherein the sets of ad information combinations include at  
2        least two ad serving constraints.

1        27. The method of claim 21 wherein the sets of ad information combinations include at  
2        least one ad feature and at least one serving constraint.

1        28. Apparatus for comparing different ad landing pages, the apparatus comprising:  
2            a) means for selecting one of a plurality of candidate ad landing pages for an ad  
3            to be served;  
4            b) means for assembling the ad to include a link to the selected ad landing page;  
5            c) means for serving the assembled ad; and  
6            d) means for tracking, on a per ad landing page basis, a performance of the ad.

1        29. The apparatus of claim 28 wherein the means for selecting one of a plurality of  
2        candidate ad landing pages performs the selection in a round-robin manner.

1        30. The apparatus of claim 28 wherein the means for selecting one of a plurality of  
2        candidate ad landing pages performs the selection using a random selection function.

1        31. The apparatus of claim 28 wherein the performance of the ad tracked is at least  
2        one of conversion per impression performance, conversion per selection performance,  
3        sales per ad selection, sales per ad impression, earnings per ad selection, and earnings  
4        per ad impression.

1       32. The apparatus of claim 28 further comprising:  
2           e) means for determining whether or not to designate one of the plurality of  
3           candidate ad landing pages using their respective performance and an  
4           auto-designation policy; and  
5           f) means for designating the one of the plurality of candidate ad landing pages if  
6           it was determined to designate it.

1       33. The apparatus of claim 32 wherein the performance of the ad tracked is at least  
2       one of conversion per impression performance, conversion per selection performance,  
3       sales per ad selection, sales per ad impression, earnings per ad selection, and earnings  
4       per ad impression.

1       34. The apparatus of claim 28 further comprising:  
2           e) means for accepting a request for performance information; and  
3           f) means for providing the per landing page performance information to the  
4           requester.

1       35. The apparatus of claim 34 wherein the per landing page performance provided is at  
2       least one of conversion per impression performance, conversion per selection  
3       performance, sales per ad selection, sales per ad impression, earnings per ad selection,  
4       and earnings per ad impression.

1       36. The apparatus of claim 28 further comprising:  
2           e) means for accepting a manual ad landing page designation instruction; and  
3           f) means for designating one of the plurality of candidate ad landing pages using  
4           the manual ad landing page designation instruction.

1       37. The apparatus of claim 36 wherein the performance of the ad tracked is at least  
2       one of conversion per impression performance, conversion per selection performance,  
3       sales per ad selection, sales per ad impression, earnings per ad selection, and earnings  
4       per ad impression.

1       38. The apparatus of claim 28 further comprising:  
2           e) means for normalizing the per ad landing page ad performance to remove ad  
3           landing page independent factors that may influence the ad performance.

1       39. The apparatus of claim 28 wherein the plurality of candidate ad landing pages are  
2       different in at least one of the following (A) different information, (B) different products  
3       offered for sale, (C) different services offered for sale, (D) different product prices, (E)  
4       different service prices, (F) different formatting, and (G) different shipping charges.

1       40. Apparatus for comparing different {ad landing page, ad creative} combinations, the  
2       apparatus comprising:

3           a) means for selecting one of a plurality of candidate {ad landing page, ad  
4           creative} combinations for an ad to be served;  
5           b) means for assembling the ad to include the selected ad creative and the  
6           selected ad landing page of the selected {ad landing page, ad creative}  
7           combination;  
8           c) means for serving the assembled ad; and  
9           d) means for tracking, on a per {ad landing page, ad creative} combination basis,  
10          a performance of the ad.

1       41. The apparatus of claim 40 wherein the performance of the ad tracked is at least  
2       one of conversion performance, sales per ad selection, sales per ad impression,  
3       earnings per ad selection, and earnings per ad impression.

1       42. The apparatus of claim 40 wherein the plurality of candidate ad landing pages are  
2       different in at least one of the following (A) different information, (B) different products  
3       offered for sale, (C) different services offered for sale, (D) different product prices, (E)  
4       different service prices, (F) different formatting, and (G) different shipping charges.

1       43. Apparatus for comparing different {ad landing page, ad serving criteria}  
2       combinations, the apparatus comprising:

- 3        a) means for selecting one of a plurality of candidate {ad landing page, ad  
4           serving criteria} combinations for an ad to be served;
- 5        b) means for assembling the ad to include the selected ad landing page of the  
6           selected {ad landing page, ad serving criteria} combination;
- 7        c) means for serving the assembled ad; and
- 8        d) means for tracking, on a per {ad landing page, ad serving criteria}  
9           combination basis, a performance of the ad.

1        44. The apparatus of claim 43 wherein the performance of the ad tracked is at least  
2           one of conversion performance, sales per ad selection, sales per ad impression,  
3           earnings per ad selection, and earnings per ad impression.

1        45. The apparatus of claim 43 wherein the plurality of candidate ad landing pages are  
2           different in at least one of the following (A) different information, (B) different products  
3           offered for sale, (C) different services offered for sale, (D) different product prices, (E)  
4           different service prices, (F) different formatting, and (G) different shipping charges.

1        46. Apparatus for comparing different types of ad landing pages, the apparatus  
2           comprising:

- 3        a) means for selecting one of a plurality of candidate ad landing pages, wherein  
4           each of the plurality of candidate ad landing pages has a different type, for an ad  
5           to be served;
- 6        b) means for assembling the ad to include the selected ad landing page;
- 7        c) means for serving the assembled ad; and
- 8        d) means for tracking, on a per ad landing page type basis, a performance of a  
9           set of ads.

1        47. The apparatus of claim 46 wherein the different types of ad landing pages have  
2           different formatting styles.

- 1    48. Apparatus for comparing different sets of ad information combinations, the  
2    apparatus comprising:
  - 3        a) means for selecting one of a plurality of candidate sets of ad information  
4              combinations for an ad serve request;
  - 5        b) means for serving an ad using the selected set combined ad information; and
  - 6        d) means for tracking, on a per ad information combination basis, a performance  
7              of the ad.
- 1    49. The apparatus of claim 48 wherein the performance tracked is at least one of  
2    conversion per impression performance, conversion per selection performance, sales  
3    per ad selection, sales per ad impression, earnings per ad selection, and earnings per  
4    ad impression.
- 1    50. The apparatus of claim 48 wherein the performance tracked is selections per ad  
2    impression.
- 1    51. The apparatus of claim 48 further comprising:
  - 2        e) means for accepting a request for performance information; and
  - 3        f) means for providing the per ad information combination performance  
4              information to the requester.
- 1    52. The apparatus of claim 48 wherein the sets of ad information combinations include  
2    at least two ad features.
- 1    53. The apparatus of claim 48 wherein the sets of ad information combinations include  
2    at least two ad serving constraints.
- 1    54. The apparatus of claim 48 wherein the sets of ad information combinations include  
2    at least one ad feature and at least one serving constraint.